



Angus Command Record Prices in Fiscal 2015

American Angus Association year-end figures show strong growth for the breed.

by Jena McReil, digital editor; tables compiled by Shauna Rose Hermel, editor

Driven by a quality-focused market, the nation's Angus breeders are enjoying one of the most successful years on record, according to recently released figures from the American Angus Association. During fiscal year 2015, sale averages for Angus genetics soared, total registrations grew and the *Certified Angus Beef*® (CAB®) brand achieved its ninth consecutive year of record sales.

"No doubt, it's a profitable time to be in the cattle business, but it's also an even better time to be involved with the Angus breed," says Rich Wilson, the Association's interim CEO and chief financial officer. "Progressive breeders across the Angus business are continuing to offer premium genetics that command attention in the marketplace."

The membership organization reports registered-Angus bulls averaged more than \$6,700 per head in fiscal year 2015, which ran Oct. 1, 2014, to Sept. 30, 2015. That's a 35%

increase of more than \$1,500 per head from the prior fiscal year. Sales of registered-Angus females reported to the Association averaged \$5,300 per head, an increase of more than 45%.

On average, buyers paid about 35% more for registered-Angus genetics in 2015 than they did during the prior fiscal year, with nearly \$110 million in additional gross revenue reported for registered-Angus

Digital extras



► Interim CEO Rich Wilson on *The Angus Report* (https://www.youtube.com/watch?v=0gpMC1R_POs)



► American Angus Association's FY 2015 Annual Report (http://www.angusjournal.com/salebooks/annualreport_2015/)



PHOTO BY KASEY BROWN

experienced in fiscal year 2015 is a reflection of the demand strength for Angus genetics within the commercial cattle industry, as well as a call from consumers for high-quality beef,” Wilson says.

Across the board, nearly all business metrics point to the breed’s most successful year in recent history. Total assets for the organization reached more than \$55 million.

Registrations, at 320,362 animals, increased 7.4% over the previous year, representing the largest growth since the economic downturn of 2008. Of calves registered, 53% were produced by artificial insemination (AI), and embryo transfer (ET) calves represented 11% of total registrations in fiscal year 2015.

Leading the beef business

The commitment to performance records continues alongside the growth of genomic technologies. More members submitted more records in 2015, with a 3% jump in total weights received. Meanwhile, the number of animals genomically tested through Angus Genetics Inc. (AGI) more than doubled, thanks largely to the introduction of low-density (LD) tests that provide a cost-effective option for DNA analysis. Angus cattle that have been genomically tested represent about 24% of all animals in the expansive breed registry.

Pull-through demand from beef consumers worldwide continues to strengthen and bring value back to the ranch. Certified Angus Beef LLC (CAB) brand partners sold 896 million lb. of

CAB brand product in fiscal year 2015 — achieving the ninth consecutive year of record sales. All-time-high brand acceptance rates, at 27.5%, reached this year indicate the increasing value of Angus genetics amongst producers.

The nonprofit arm of the American Angus Association, the Angus Foundation marked its 35th anniversary with its best year on record. Total revenue reached \$11.3 million toward investments in education, youth and research initiatives. The Angus Foundation presented 136 scholarships in fiscal year 2015, totaling more than \$276,000.

Finally, Angus Productions Inc. (API) experienced growth in its Angus Media outlets, with increases in page counts, circulation and viewership, and expanding marketing capabilities for breeders to reach ever-increasing audiences. The *Angus Journal* magazine, owned by the Association for more than 35 years, experienced a 12% increase in page counts, year over year, delivering more award-winning news content and advertising than before.

“We’re certainly proud of our 25,000-plus members across the country and what they are doing to keep the Angus breed at the industry forefront,” Wilson says. “With their continued confidence, the best is yet to come.”

For more year-end highlights from the American Angus Association, access the organization’s annual report or visit the website at www.angus.org.

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breeders. Total gross sales reported to the Association eclipsed \$437 million — the highest ever reported in the organization’s 132-year history.

“The profitability the breed has

Table 1: Registrations categorized by number of animals recorded per member

13,857 members registered 320,266* animals.

Animals registered per member	% of animals recorded by category	No. of members in category	% of membership in category
1-10	9.99	8,794	63.46
11-19	7.90	1,762	12.72
20-49	17.88	1,866	13.47
50-99	17.21	787	5.68
≥100	46.99	648	4.68

*An additional 96 nonmember imports were registered for a total of 320,362 animals registered.

Table 2: Total active memberships, by type

Membership type	No. members
Active life	1,887
Active life NT	104
Active regular	16,073
Active junior	4,883
Active transfer life	891
Active transfer regular	1,211
Active nonresident	46
Total:	25,095

Table 3: Registrations and transfers processed by animal type

	No. of registrations*	% of registrations	No. of transfers	% of transfers
Cows	170,096	53.09	72,295	45.17
Bulls	149,304	46.60	87,106	54.42
Steers	962	0.31	662	0.41
Total	320,362		160,063	

*Of 320,362 registrations, 139,272 (43.47%) were stored electronically.

Source: American Angus Association Record of Business, 2015.

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Table 4: Registrations by breeding method

Total calves recorded	320,362	
Calves produced by natural breeding	151,121	(47.17%)
Cows	82,951	(54.89%)
Bulls	67,612	(44.74%)
Steers	558	(0.37%)
Calves produced by artificial insemination*	169,241	(52.83%)
Cows	87,145	(51.49%)
Bulls	81,692	(48.27%)
Steers	404	(0.24%)
Active sires	23,604	
Bulls used naturally	20,236	(85.73%)
Bulls used by artificial insemination	3,368	(14.27%)

*Of the calves produced by AI, 142,104 were registered with AI certificates.

Table 5: No. sires categorized by number of progeny registered

No. of calves	No. of sires	% of total sires
1	5,679	24.1
2-5	8,315	35.2
6-10	4,223	17.9
11-100	5,106	21.6
101-500	215	0.9
501+	120	0.3

The 320,362 calves registered in FY 2015 were sired by 23,604 bulls.

Table 6: Top 25 bulls by number of progeny registered

Reg. no.	Bull name	No. progeny
15719841 [AMF-CAF-D2F-DDF-M1F-NHF]	AAR Ten X 7008 S A	7,606
16447771 [AMF-CAF-D2F-DDF-M1F-NHF]	Connealy Consensus 7229	4,181
16295688 [CAF-DDF-M1F-NHF]	GAR Prophet	4,028
15848422 [AMF-CAF-D2F-DDF-M1F-NHF]	Connealy Final Product	3,408
16541214 [AMF-CAF-D2F-DDF-NHF]	EXAR Upshot 0562B	3,206
13592905 [AMF-CAF-D2F-DDF-M1F-NHF-RDF]	SAV Final Answer 0035	3,185
16761479 [CAF-DDF]	Connealy Confidence 0100	2,999
16124994 [AMF-CAF-DDF-M1F-NHF]	Hoover Dam	2,983
17160560 [AMF-CAF-DDF-NHF]	EXAR Denver 2002B	2,799
14963730 [AMF-CAF-DDF-M1F-NHF]	Sitz Upward 307R	2,664
16476949 [AMF-CAF-DDF-NHF]	Baldrige Waylon W34	2,131
16916944 [AMF-CAF-DDF-M1F-NHF]	VAR Reserve 1111	2,043
15109865 [AMF-CAF-DDF-M1F-NHF-RDF]	SAV Bismarck 5682	1,969
17016597 [AMF-CAF-DDF-NHF]	SAV Resource 1441	1,938
16107774 [AMF-CAF-DDF-M1F-NHF]	SAV Brilliance 8077	1,883
16752262 [DDF]	Connealy Capitalist 028	1,717
17307074 [DDF]	Deer Valley All In	1,643
16381311 [AMF-CAF-DDF-M1F-NHF]	PA Power Tool 9108	1,621
16772185 [AMF-CAF-DDF-NHF]	PA Safeguard 021	1,590
17028963	Connealy Black Granite	1,545
15491720 [AMF-CAF-DDF-M1F-NHF]	Connealy In Focus 4925	1,405
15688351 [AMF-CAF-D2F-DDF-M1F-NHF]	SAV Priority 7283	1,298
15776681 [AMF-CAF-DDF-M1F-NHF]	VDAR Really Windy 4097	1,278
17016630 [AMF-CAF-DDF-NHF]	SAV Angus Valley 1867	1,225
15688392 [AMF-CAF-DDF-M1F-NHF]	SAV Pioneer 7301	1,179

AMF = tested and found to be free of arthrogryposis multiplex (AM); AMC = tested and found to be a carrier of AM.

CAF = tested and found to be free of contractural arachnodactyly (CA); CAC = tested and found to be a carrier of CA.

DDF = tested and found to be free of developmental duplication (DD); DDC = tested and found to be a carrier of DD.

D2F = tested and found to be free of the PRKG2 gene mutation for dwarfism (D2); D2C = tested and found to be a carrier of D2.

M1F = tested and found to be free of the nt821 mutation for double muscling (M1); M1C = tested and found to be a carrier of M1.

NHF = tested and found to be free of neuropathic hydrocephalus (NH); NHC = tested and found to be a carrier of NH.

RDF = tested and found to be free of the red color gene.

Ten bulls entered the lineup this year: Baldrige Waylon W34, VAR Reserve 1111, SAV Resource 1441, Connealy Capitalist 028, Deer Valley All In, PA Power Tool 9108, PA Safeguard 021, Connealy Black Granite, Connealy In Focus 4925 and SAV Angus Valley 1867. Dropping out of the Top 25 lineup were Connealy Impression, Connealy Right Answer 746, Rito 9M25 of Rita 5F56 Pred, S Chisum 6175, B/R New Day 454, SAV Iron Mountain 8066, Coleman Regis 904, Mytty In Focus, GAR Progress and GAR New Design 5050.

Source: Sire Information Record, American Angus Association, 2015.

Table 7: Top 25 bulls by overall number of progeny registered

Reg. no.	Bull name	No. progeny
10776479	N-Bar Emulation EXT	55,837
13062750	Bon-View New Design 878	53,217
13880818	Mytty In Focus	47,951
9894245	Pine Drive Big Sky	40,276
12783540	Bon-View New Design 1407	37,953
13395344	GAR Predestined	37,418
13592905	SAV Final Answer 0035	34,620
13512009	SAV 8180 Traveler 004	34,481
13776378	SS Objective T510 OT26	33,569
14963730	Sitz Upward 307R	26,252
12530601	Rito 616 of 4B20 6807	25,680
11750711	Leachman Right Time	24,104
15109865	SAV Bismarck 5682	23,839
12310707	Sitz Alliance 6595	23,532
9250717	QAS Traveler 23-4	23,056
11418151	B/R New Design 036	22,817
12493607	CA Future Direction 5321	22,644
13588640	B/R New Frontier 095	22,604
13898124	BR Midland	22,379
8974207	PS Power Play	21,780
10858958	DHD Traveler 6807	21,224
14739204	SAV Net Worth 4200	21,004
5475692	Camilla Chance 37 T	20,935
13395329	GAR Retail Product	20,355
13447282	Connealy Lead On	19,759

No new bulls entered the Top 25 list this year.

Source: Sire Information Record, American Angus Association, 2015.

